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September 3, 1993

1290 AVENUE *of the* AMERICAS

NEW YORK, NY 10104

(212) 484-1616

Ms. Karen Marryshow  
Philip Morris USA  
120 Park Avenue  
New York, N.Y. 10017

Dear Karen:

Enclosed you will find a copy of **Philip Morris'** 1994 franchise position and closing date report which was sent to Inga Lambert at Leo Burnett.

This franchise positioning package is being renewed based upon the past two years' page levels. Should **Philip Morris** fall below current page levels, this package will be re-evaluated. This past year, **Philip Morris** had 10 franchise positions for 19 insertions, therefore, 53% of the insertions were franchised. The remaining positions were first tobacco and/or first quadrant.

It is a pleasure to provide **Philip Morris** with this phenomenal franchise position package and we look forward to working with you in 1994.

Best regards,

Amy Lazar Pollack  
Account Manager

cc: Diane Cimine  
Rita Schneider  
Eric Ostern  
ALP/jlf

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